

Henry Castillo

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DATA-DRIVEN PRODUCT DESIGNER & UX RESEARCHER

Dynamic product designer with 8+ years experience, specializing in data-driven solutions. Led qualitative and quantitative data analysis at CIANA and Center for Digital Experiences to create design strategies for 5+ projects. Proficient in user research, A/B testing, and creating high-fidelity prototypes using tools like Figma.

PROFESSIONAL EXPERIENCE

Product Designer & Data Analyst Intern, CIANA

April 2024 - Present

- Conducted 20+ user research interviews and 70+ surveys, extracting insights to drive product design and 100k grant reporting.
- Analyzed qualitative from user feedback using empathy maps and affinity diagrams, extracting insights from over 20 participants to identify key pain points and user needs.
- Collaborated with 3 product team members to analyze quantitative data from surveys using Python for a grant report, uncovering 5 actionable trends that led to improvements in the user experience for an underrepresented community of over 70 people.
- Conceptualized and executed research design strategies that improved efficiency, reducing research completion time by 40 hours.

UX Designer, Center for Digital Experiences

September 2022 - December 2023

- Teamed up with over 6 UX/UI designers on clients projects throughout the end-to-end design process, translating client needs and project requirements into hypothesis-driven design, user flows and cross-platform design solutions.
- Improve donation page flow for the Archives of American Art website by conducting user research and testing with more than 20 participants, which informed data-driven design decisions and resulted in the creation of a more user friendly system.
- Redesigned the donation page interface for the Archives of American Art Website to optimize the user UI patterns and components, proposing 4 new features through over 8 mockups and delivering 1 high-fidelity prototype.
- Applied design thinking to increase public awareness for the NYC Department of Design & Construction by creating 3 new features, leveraging their design system and delivering a high-fidelity prototype in Figma.

Founder, 40 minutes Fitness

June 2015 - January 2022

- Founded 40 Minutes Fitness, a health and fitness startup, to deliver innovative wellness solutions, growing the customer base to 100 clients in the first year.
- Led product design and launched 3 new fitness products by conducting market research and analyzing customer needs, resulting in improved product features and attracting more clients.
- Conducted A/B testing to compare different user engagement strategies, improving customer interactions and increasing client retention by 50%.

EDUCATION

Master's Degree (MS), Information Experience Design

Pratt Institute

Bachelor's Degree (BS), Industrial Engineering

Universidad El Bosque

SKILLS

Figma, Design Systems, Wireframes, Prototyping, User Research & Testing, Quantitative & Qualitative Analysis, BootStrap, CSS, HTML, JavaScript, React, Tailwind CSS, TypeScript, Python, Machine Learning.